

Rep Order#	6830033	Ver#	2	Status	Returned
EC'd	Yes				

Printed: 06/28/2012 10:14 AM
Last Received: 06/27/2012 6:57 AM
Showing Buylines: All Lines

1 of
6

Station KSNV-TV LAS VEGAS, NV.
Advertiser () BERKLEY FOR SENATE
Product BERKLEY FOR SENATE
Estimate# 30S
Buyer MICHAEL DETTORRE
Phone#

Agency () SHORR,JOHNSON,MAGNUSS
1831 CHESTNUT ST. #602
PHILADELPHIA, PA 19103
Agency C/P/L/P2/E
Flight Dates //30S
Hiatus Weeks 1/03/2012 - 11/05/2012

Rep Firm Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

— CONTRACT COMMENT —

PLEASE SEE NAME LINE 401 BANKS:

4	TU-F	5A-6A	Buyline Comment: NEWS					
3	M	5A-6A	Buyline Comment: NEWS	:30	\$200.00	11/05-11/05	2	\$400.00

Rep Order# 6830033 Ver# 2 Status Returned
EC'd Yes

Printed: 06/28/2012 10:14 AM
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2 of 6

Showing Buylines: All Lines

Station KSNV-TV LAS VEGAS, NV.

Advertiser () BERKLEY FOR SENATE

Product 30S

Estimate# MICHAEL DETTORRE

Buyer Phone#

Fax#

LT

In

Day

Time

Program

Buyline Comment: ALL LINES

Agency () SHORR,JOHNSON,MAGNUS
1831 CHESTNUT ST. #602
PHILADELPHIA, PA 19103

Flight Dates 10/30/2012 - 11/05/2012

Hiatus Weeks

Spots/Week

of Weeks

Total Spots

Total Cost

Daypart

Rep Firm

Sales Office () PHILADELPHIA

Salesperson () AMY MCCREARY

Salesperson Phone# 215-568-6540

Salesperson FAX# 215-568-1845

Buyline Comment: ALL LINES

Rep Firm

Sales Office

Salesperson

Phone#

FAX#

Buyline Comment: ALL LINES

Rep Order# 6830033 Ver# 2 Status Returned
BCd Yes

Traffic Order# 103694 Printed: 06/28/2012 10:14 AM
Last Received: 06/27/2012 6:57 AM

Showing Buylines: All Lines

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Station KSNV-TV LAS VEGAS, NV.

Advertiser () BERKLEY FOR SENATE

Product BERKLEY FOR SENATE

Estimate# 30S

Buyer MICHAEL DETTORRE

Phone#

Fax#

LT In Day Time Program

Len Rate Dates

Spots/Week # of Weeks

Total Spots

Total Cost

Daypart

Agency () SHORR,JOHNSON,MAGNUS

1831 CHESTNUT ST. #602

PHILADELPHIA, PA. 19103

Agency C/P1/PZIE

//30S

Flight Dates 10/30/2012 - 11/05/2012

Hiatus Weeks

Salesperson Phone#

215-568-6540

Salesperson FAX#

215-568-1845

Rep Firm

Sales Office () PHILADELPHIA

Salesperson () AMY MCCREARY

Spots/Week # of Weeks

Total Spots

Total Cost

Daypart

Rep Order# 6830033 Ver# 2 Status Returned
EC'd Yes

Traffic Order# 103694

Printed: 06/28/2012 10:14 AM
Last Received: 06/27/2012 6:57 AM
Showing Buylines: All Lines

6 of 6

Station KSNV-TV LAS VEGAS, NV.
Advertiser () BERKLEY FOR SENATE
Product BERKLEY FOR SENATE
Estimate# 30S

Buyer MICHAEL DETTORRE
Phone#
Fax#

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	52	SA	1130P-1A	---	:30	\$550.00	11/03-11/03	1	1	1	\$550.00	---
Buyline Comment: SNL												

Agency () SHORR,JOHNSON,MAGNUS
1831 CHESTNUT ST. #602
PHILADELPHIA, PA 19103

Agency C/P1/P2/E //30S
Flight Dates 10/30/2012 - 11/05/2012
Hiatus Weeks

Rep Firm	Sales Office	Salesperson	Salesperson Phone#	Salesperson FAX#
() PHILADELPHIA	() AMY MCCREARY	215-568-6540	215-568-1845	

—REPORT TOTALS—
Report Totals: 168 / \$48,575.00

—SALES MONTHLY TOTALS—

Nov 12: 168 / \$48,575.00
Sales Totals: 168 / \$48,575.00
Station Totals: 168 / \$48,575.00
Lines not sent/rclcd/rtrn: 0 / \$0.00

—COMPETITIVE—

Market Totals	\$242,875	CATV	0%	KBLR	0%	KINC	0%	KLAS	32%	KSNV	20%
		KTNV	21%	KTUD	0%	KVCM	1%	KVNY	1%	KVNU	25%
		XXXX	0%								

—COMPETITIVE COMMENTS—

NEW ORDER
EST SHARES

Books NOV12
Demos RA35+